

2021

KNOXVILLE CHAMBER YEAR IN REVIEW

MARKETING & COMMUNICATIONS



KNOXVILLE BUSINESS WEBSITE
8,832 sessions



KNOXVILLE TOURISM WEBSITE
2,120 sessions



SOCIAL MEDIA

- 14,000+ Facebook engagements
- 3,800+ Instagram engagements
- 1,300 Twitter engagements



SNOWDROP DROP & SMALL BUSINESS SATURDAY

- Collaborated with 15 businesses during Living Windows
- Provided 225+ freebies and deals to use at local businesses during Small Business Saturday & the holiday shopping season.



FY 21 TRAVEL IOWA CO-OP ADVERTISING

- Hosted Iowa influencer ByBMG
- #ChooseKnoxville Video Received 16,000+ views on Travel Iowa Facebook page

COMMUNITY BUILDING



LET'S MEET FOR KOFFEE
7 HELD



VIRTUAL ANNUAL GATHERING
118 ENGAGEMENTS



FALL CHAMBER SOCIAL
30+ IN ATTENDANCE



CONNECTING FOR WOMEN

- Collaboration with Newton Chamber of Commerce, Grinnell Chamber of Commerce, & the Greater Des Moines Partnership
- Spring Virtual Event 38 IN ATTENDANCE
- Fall In-Person Event 20+ IN ATTENDANCE



RIBBON CUTTINGS
8 HOSTED

5 new businesses, 1 business expansion, 1 change in ownership, 1 community trail



KNOXVILLE ORGANIZATION SUMMIT

Serving as communication hub for 35+ community organizations



COMMUNITY EVENTS

- Retro Ridiculous Day 14+ Knoxville businesses and organizations offered sales & activities for the community
- Downtown Block Party Collaborated with Rotary and downtown businesses to provide lunch and activities for NASCAR fans visiting Knoxville
- Farm to Table Event Partnered with Marion County Extension to assist with planning first Farm to Table Event 67 IN ATTENDANCE



CAUSES WE SUPPORTED

- Community Pride Contest & Knoxville Mural Celebration
- Operation Clean Sweep
- Downtown Assessment

TOURISM



NATIONALS

Parking: 1,184 cars parked
McKay Group Nationals Parade: 47 entries
Housing: 22 homes rented through Chamber Housing Program
Shuttles: 4,116 shuttle rides given by HIRTA
Painted the Town Red for the 3rd year in a row



GREAT IOWA ROAD TRIP

Partnered with ISU Extension & Outreach to promote shopping local during regional road trip
42 businesses participated, including 7 Knoxville businesses



FINANCIALS

INCOME BREAKDOWN (as of Nov 2021):

46% from membership dues
27% from hotel/motel tax
23% from Nationals fundraising
4% other

Received PPP Loan for \$13,360

ENDING THE YEAR NET POSITIVE!

MEMBERSHIP

2021 memberships: 165

STAFF

NEW DIRECTOR hired in January 2021

COMING SOON

Knoxville Marketing Campaign
Succession Planning Seminar, Spring 2022
Red Rock StartUP!, April 2022

EDUCATION & RESOURCES



BUSINESS BUILDER EXPO
40+ IN ATTENDANCE



SOCIAL MEDIA COURSE
10 IN ATTENDANCE



COMMUNICATIONS FOR DESTINATIONS WORKSHOP
Collaborated with local and regional tourism partners to offer professional guide training.
50+ IN ATTENDANCE



FUNDING OPPORTUNITIES & GRANTS

Shared funding opportunities and grant information with business members.

Dedicated to growing the Knoxville community by supporting businesses, promoting economic growth, and enhancing the quality of life for all residents.



KNOXVILLE CHAMBER OF COMMERCE

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